## To guard your complexion

-learn these simple facts

Just as an artist can work too hard on a picture and spoil it, so a woman can work too hard on her complexion-and injure it.

How many skin troubles come from too much massage, over-manipulation, improper cleansing methods, or the use of unsuitable soap, only physicians know.

Here are a few simple facts you should know about your complexion:

The skin of your face is full of tiny pores which throw off moisture and impurities.

Your face has also a multitude of what scientists call sebaceous glands which secrete natural fats

and oils. Without these the skin would be drawn and rough.

It is easy to understand, then, that if by mistreatment, or by the use of unsuitable soap, you fill up the pores or dry up the glands, these little organs will cease to work properly and trouble

In order to remove dirt from pores and the skin surface, soap is necessary, for the dirt thataccumulates there combines with the oil and cannot be completely removed by any other method than soap-and-water washing.

Wash sensibly with pure, mild soap and healthful, refreshing cleanliness will result.

Ivory Soap cleanses thoroughly without needing to be rubbed in, yet it also cleanses gently without robbing the skin of its natural oil.

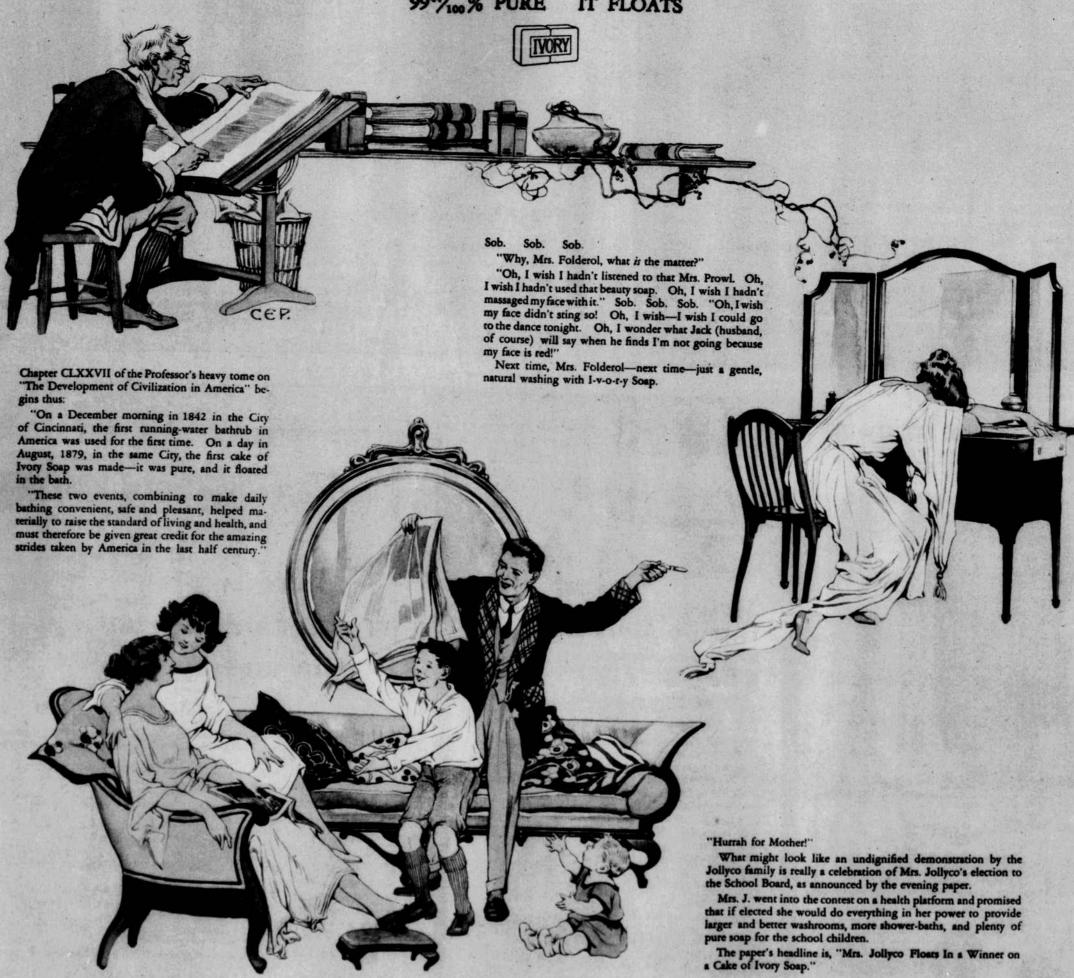
Daily washing with Ivory Soap and warm water, followed by a dash of cold water, is the very best cleansing treatment for your skin.

Ivory Soap is both thorough and safe because it is a pure soap, made of the very finest ingredients blended into a bland, neutral, mild soap of creamy whiteness-just such a soap as the best medical authorities recommend. Ivory's difference from all other soaps is quickly revealed after a few days of its use.

PROCTER & GAMBLE

## IVORY SOAP

994/100% PURE IT FLOATS



## A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: Would I be willing to use this soap on my face?" A soap which is too strong for your face is naturally too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white —has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very finest garments

